

Washington State

Department of Social and Health Services

**Aging and Disability Services Administration
Health and Rehabilitation Services Administration
Medical Assistance Administration**

Washington Medicaid Integration Partnership Project

Communication Plan

October 2004

Table of Contents

Purpose	3
WMIP Organizational Structure Diagram	3
WMIP Project & Communication Team membership	4
Roles and Responsibilities of WMIP committees and subcommittees	5
Communication tools and training	6
WMIP Community Meeting Calendar	8, 9, 10

Acronyms used in this document:

ADSA	Aging and Disability Services Administration
CMS	Centers for Medicare and Medicaid Services
DSHS	Department of Social and Health Services
DASA	Division of Alcohol and Substance Abuse
ESA	Economic Services Administration
FSA	Financial Services Administration
HRSA	Health and Rehabilitative Services Administration
ISD	Information Services Division
MAA	Medical Assistance Administration
MHD	Mental Health Division
RDA	Research and Data Analysis Division
WMIP	Washington Medicaid Integration Partnership

Project Name: Washington Medicaid Integration Partnership (WMIP)

Sponsor: Dennis Braddock, Secretary, DSHS

WMIP Project Implementation Committee:

Doug Porter, Assistant Secretary, MAA (Chair)
Kathy Leitch, Assistant Secretary, ADSA
Tim Brown, Assistant Secretary, HRSA
Ed Hidano, WMIP Project Director and Director of Integration Initiatives

Staff to the Implementation Committee:

Ken Stark, Acting Deputy Assistant Secretary, HRSA
Liz Kohlenberg, Director, RDA
Stan Marshburn, Chief Financial Officer, FSA
Karl Brimner, Director, MHD
MaryAnne Lindeblad, Director, Program Support, MAA
WMIP Project Team (below)

Date Prepared: 4/16/04

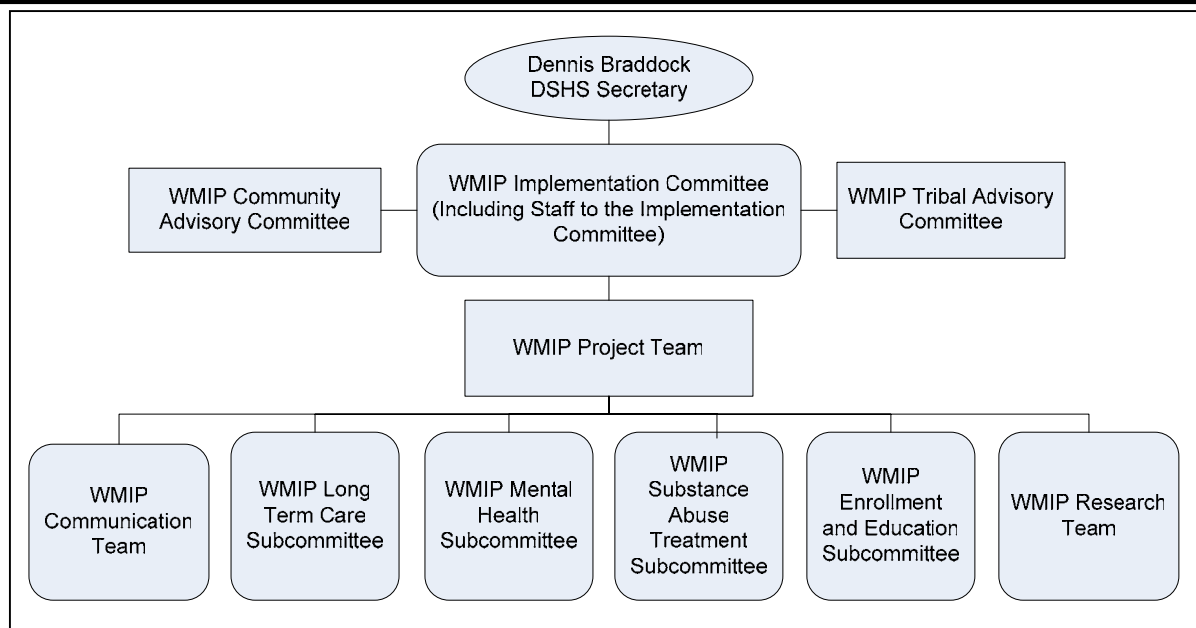
Revised: 10/04/04

Purpose

The purpose of the Washington Medicaid Integration Partnership (WMIP) Communication Plan is to show how the WMIP project will be organized and DSHS plans to keep interested stakeholders updated about the project. This plan will be updated as the project continues.

WMIP Organizational Structure Diagram

WMIP ORGANIZATIONAL STRUCTURE



Members of the WMIP Project Team

Name	Organization	Responsibility
Ed Hidano	DSHS	WMIP Project Director
Alice Lind	MAA	WMIP Project Lead
Alison Robbins	MAA	WMIP Contract Writer/CMS Liaison
Becky McAninch-Dake	MAA	WMIP Program Manager, WMIP Monitoring/Assessment lead
Brett Lawton	MAA	WMIP Program Manager, WMIP Communications Lead
Cathie Ott	MAA	Represents MAA ISD
John Gaisford	MAA	Represents MAA Medical Management and Quality section
Jim Stevenson	MAA	MAA Communications Director, WMIP website
Cathy Cochran	DSHS	DSHS Olmstead Coordinator
Dave Mancuso	RDA	WMIP Evaluation Project Lead
Chris Imhoff	MHD	Lead for MHD
Harvey Perez	DASA	Represents DASA
Bill Moss	ADSA	Represents ADSA
Kristi Knudsen	ADSA	Represents ADSA
Richard Pannkuk	FSA	Represents DSHS Budget Office
Doug Sevin	ESA	Represents ESA

Members of the WMIP Communication Team

Name	Organization	Responsibility
Alice Lind	MAA	WMIP Project Lead
Alison Robbins	MAA	WMIP Contract Writer/CMS Liaison
Becky McAninch-Dake	MAA	WMIP Program Manager
Brett Lawton	MAA	WMIP Program Manager, WMIP Communications Lead
Jim Stevenson	MAA	MAA Communications Director, WMIP website
Deborah Sosa	MAA	MAA Tribal Liaison, consultant for WMIP tribal issues
Diana Anaya-McMaster	MAA	MAA Eligibility Policy and Outreach,
Bill Moss	ADSA	Represents ADSA
Kristi Knudsen	ADSA	Represents ADSA, Coordinates ADSA Stakeholder involvement
Harvey Perez	DASA	Represents DASA
Rose Mary Micheli	DASA	Represents DASA
Chris Imhoff	MHD	Represents MHD, Coordinates WMIP mental health provider issues

WMIP Implementation Committee: The WMIP Implementation Committee and Staff are responsible for overall project and major decision making about the project. Implementation Committee decisions are subject to override by the DSHS secretary.

WMIP Community Advisory Committee: The WMIP Project Team will work with a Community Advisory Committee made up of Snohomish County stakeholders and providers. The team will assist the WMIP Project Team in gathering information about issues affecting Snohomish County as well as give input on policy issues, training, and project impact. This team will focus on the goal of improving client outcomes and assuring there is no degradation in existing services as a result of implementing the WMIP. This committee will advise the WMIP Implementation Committee about areas of concern and possible impacts.

WMIP Tribal Advisory Committee: The WMIP project team will work with a WMIP Tribal Advisory Committee to work through issues concerning how the WMIP project may affect the tribes in the WMIP service area. This committee will also advise the WMIP Implementation Committee about areas of concern and possible impacts to tribal members and tribal systems.

WMIP Project Team: This committee is responsible for implementation activities and on-going maintenance of the program once implemented. The WMIP Project Team will advise and prepare major decision items for the WMIP Implementation Committee. The WMIP Project Team also serves as staff to the WMIP Community Advisory Committee.

Agency Specific Workgroups: There are also additional workgroups geared toward working through specific issues with service agencies and providers of services for Aging and Disability, Mental Health and Chemical Dependency Treatment. Additionally, subcommittees made up of Representatives from each DSHS division/administration will report to the WMIP Project Team about issues discussed and items needing attention by the team.

Other Subcommittees: The WMIP Communication Team and the WMIP Research Team will assist the project team with implementation activities and on-going project maintenance after implementation. Members are made up of DSHS staff. The WMIP Enrollment and Education subcommittee will also assist the Project team with implementation, and will likely become inactive after implementation activities are completed and re-convene only as necessary when the project calls for more assistance. These subcommittees are made up of community stakeholders and DSHS staff.

Procedures for Collecting WMIP Project Information: Washington Medicaid Integration project information will come from several sources. The WMIP Project Team will be the central point of contact for policy, IT systems, and operational decisions and issues.

The WMIP Implementation Committee will receive updates related to the progress of the WMIP project activities on a monthly basis. The WMIP Implementation Committee will also be asked to approve major deliverables for training and communication. These deliverables include the WMIP website, PowerPoint presentation, Draft WAC and numbered memoranda, correspondence regarding the WMIP and training/marketing materials.

The Communication Team plans to utilize the standing meeting of the WMIP Implementation Committee to share information.

Implementation Committee Reports: The Implementation Committee will begin regular reports to the community on the developing project, resolution of issues and concerns, and project milestones.

Washington Medicaid Integration Partnership Project Library: The WMIP Communications Team will also expand information, including a timetable and events calendar, currently posted on the Washington Medicaid Integration Partnership Web site at <http://maa.dshs.wa.gov/MIP>. The Web page will include project updates, archives, planning documents, and status updates so all stakeholders have access to information via the web.

Communication Tools and Training: The project manager will use the following forms of communication as necessary to deliver information to the community about the Washington Medicaid Integration Partnership:

Communication Tools	Description	Purpose	Timeline	Lead Staff	Notes
WMIP Web site	Sub-site of the MAA Web site with links from ADSA & HRSA sites	Clearinghouse for all WMIP info & documents, accessible 24/7	Design & populate during 2003; go live 2003	Jim Stevenson Brett Lawton WMIP Communication Team	Contains Overviews, FAQ's, interactive Q&A, training schedule, link to WAC / manual status report
Weekly updates	A weekly rundown of upcoming events and issues affecting the WMIP project	Keep the WMIP Community Advisory Committee up to date	Weekly beginning May 2004	Brett Lawton and Jim Stevenson	
In-Person Presentations	Present and discuss WMIP live with existing groups	Direct education, learn concerns, FAQs, immediate 2-way feedback	Community Stakeholders on-going beginning Jan-04.	WMIP Project Team members	
PowerPoint Presentation	Major points overview of WMIP	Available for staff and stakeholders to guide mtgs.	Develop during Jan. - March. Ready 4/1/04	WMIP Communication Team	

Training	A multi-media package w/ information for clients and providers	Train clients and providers on navigating the WMIP program	Training material available to trainers by 8/04. Training occurs between Oct. – Dec. '04	DSHS WMIP staff and successful bidder	
Implementation Committee reports	Regular reports to keep community abreast of DSHS planning	Available via hard copy, e-mail, and the MIP Web site	Throughout spring, summer and fall	Jim Stevenson	

Communication Plan Updates

WMIP Communication Team staff will update the communication plan as needed and will distribute the updated plan to the WMIP Project Team, WMIP Community Advisory Committee, WMIP Tribal Advisory Committee, and WMIP Implementation Committee and the WMIP website.

Community Meeting Calendar

October 2003	
Date	Event
10/30/03	Presentation at Area Agency on Aging monthly meeting – Bill
November 2003	
Date	Event
11/06/03	Presentation at Washington Community Mental Health Centers – Alice & Robin
11/07/03	Presentation at Associated Community Health Services meeting – Alice & Robin
11/13/03	Presentation at NICOA meeting – Diana
11/14/03	Presentation at the Washington Coalition On Medicaid Outreach (WCOMO) meeting – Diana
11/20/03	Presentation at Consejo (Latino Consortium for Aging Blind and Disabled) – Diana
11/21/03	Presentation at the Developmental Disability Council – Diana, Bill, Kristi
December 2003	
Date	Event
12/02/03	Presentation at Washington Protection & Advocacy System meeting - Diana
12/08/03	WMIP Bidders Conference
January 2004	
Date	Event
1/06/04	Snohomish County Study Session meeting
1/16/04	Snohomish County Human Services Department meeting
1/26/04	1 st WMIP Snohomish County Stakeholder Meeting
February 2004	
Date	Event
2/12/04	Presentation at the Snohomish County Healthy Kids/Healthy People meeting – Brett, Becky
2/17/04	2 nd WMIP Snohomish County Stakeholder Meeting
2/17/04	ADSA Long-Term Care Implementation Committee Meeting
2/18/04	Snohomish County Human Services Department meeting
2/19/04	Presentation at the Indian Policy and Advisory Council meeting – Brett, Deb
March 2004	
Date	Event
3/01/04	Meeting with the Stillaguamish Tribal Clinic staff
3/02/04	ADSA Long-Term Care Implementation Committee Meeting
3/05/04	Presentation at the American Indian Health Commission – Brett, Alison
3/10/04	Presentation at the Mental Health Council – Alice, Alison
3/15/04	Snohomish County Human Services Department meeting Snohomish County Stakeholder presentation by New Mexico Medicaid director
3/16/04	Meeting with Tulalip Tribal Clinic and Council representatives
3/16/04	ADSA Long-Term Care Implementation Committee Meeting

April 2004	
Date	Event
4/06/04	ADSA Long-Term Care Implementation Committee Meeting
4/08/04	Presentation at the Snohomish County Healthy Kids/Healthy People meeting – Brett, Becky, Darleen
4/09/04	Meeting with Rep. Sullivan and other legislators – Alice and MaryAnne
4/20/04	ADSA Long-Term Care Implementation Committee Meeting
4/21/04	Snohomish County Human Services Department Meeting
May 2004	
Date	Event
5/04/04	ADSA Long-Term Care Implementation Committee Meeting
5/17/04	WMIP Community Advisory Committee – Everett Public Library
5/21/04	Region 3 Regional Tribal Council meeting – Deb and Alison
June 2004	
Date	Event
6/03/04	Staff an information table at the “Sharing the Caring” conference in Snohomish County - Cathy
6/07/04	WMIP Community Advisory Committee – Everett Public Library
6/10/04	Snohomish County Healthy Kids/Healthy People meeting
6/11/04	Open Community meeting to answer questions, listen to concerns 11-12pm
6/21/04	Client Education Subcommittee – Everett Public Library
6/28/04	Mental Health Regional Stakeholder Meeting – Mt. Vernon
6/30/04	Enrollment process and design subcommittee – Snohomish County Human Services Offices, 3:30 – 5pm
July 2004	
Date	Event
7/01/04	WMIP Long-Term Care Subcommittee Meeting – Snohomish County Human Services Department Offices, 8:30 – 10:15
7/01/04	WMIP Community Advisory Committee – Snohomish County Human Services Department Offices, 10:30 – 12:00
7/20/04	WMIP Client Education Subcommittee Meeting – Snohomish County Human Services Department Offices, 10:30 – 12:00
7/16/04	Apparently successful bidder named
7/29/04	Pre-consultation meeting with the Stillaguamish Tribe
August 2004	
Date	Event
8/04/04	WMIP Client Education Subcommittee Meeting – Snohomish County Human Services Department Offices, 3:00 – 4:30
8/05/04	WMIP Long-Term Care Subcommittee Meeting– Snohomish County Human Services Department Offices, 8:30 – 10:15
8/05/04	WMIP Community Advisory Committee – Snohomish County Human Services Department Offices, 10:30 – 12:30

8/05/04	WMIP Mental Health Subcommittee Meeting– Snohomish County Human Services Department Offices, 1:30 – 4:00
8/27/04	WMIP Tribal Advisory Committee Meeting – Smokey Point Children's Administration offices, 1:30 – 4:00
8/31/04	Contract finalized and signed
September 2004	
Date	Event
9/01/04	Client Focus Groups – Enrollment material testing
9/01/04	WMIP Enrollment & Education Subcommittee Meeting – Everett Public Library Auditorium, 3:00 – 4:30
9/02/04	WMIP Long-Term Care Subcommittee Meeting– Snohomish County Human Services Department Offices, 8:30 – 10:15
9/02/04	WMIP Community Advisory Board – Snohomish County Human Services Department Offices, 10:30 – 12:30
9/02/04	WMIP Mental Health Subcommittee Meeting– Snohomish County Human Services Department Offices, 12:30 – 2:30
9/08/04	WMIP Chemical Dependency Subcommittee Meeting, 10:00 – 12:00
9/10/04	Open community meeting to answer questions, listen to concerns 10-12pm
9/13/04	Client Focus Groups – Enrollment material testing
9/14/04	Client Focus Groups – Enrollment material testing
9/14/04	WMIP Chemical Dependency Subcommittee Meeting, 12:45 – 2:15
9/20/04 - 9/21/04	Legislative Weekend – reporting back to legislature assuring no degradation in existing services
9/27/04	WMIP Chemical Dependency Subcommittee Meeting, 10:00 – 12:00
October 2004	
Date	Event
10/06/04	WMIP Enrollment & Education Subcommittee Meeting – Everett Public Library Auditorium, 1:00 – 4:00
10/07/04	WMIP Long-Term Care Subcommittee Meeting– Snohomish County Human Services Department Offices, 8:30 – 10:15
10/07/04	WMIP Community Advisory Board – Snohomish County Human Services Department Offices, 10:30 – 12:30
10/07/04	WMIP Mental Health Subcommittee Meeting– Snohomish County Human Services Department Offices, 1:30 – 4:00
10/13/04	Region 3 DDD staff training
10/14/04	Snohomish County Healthy Kids/Healthy People Meeting – 1:30 – 3:30
10/15/04	Enrollment system in place
10/18/04	WMIP Provider training (2 sessions) – call Molina Healthcare Provider Services for details and to reserve a spot 1-800-869-7165
10/19/04	WMIP Provider training– call Molina Healthcare Provider Services for details and to reserve a spot 1-800-869-7165
10/20/04	Senior Information and Assistance hotline staff training
10/25/04	WMIP Region 3 Tribal Advisory Committee (to be confirmed)
10/26/04	WMIP Provider training – call Molina Healthcare Provider Services for details and to reserve a spot 1-800-869-7165

November 2004	
Date	Event
11/01/04	Enrollment for January 1, notices to clients
11/03/04	WMIP Molina/DSHS/Stakeholder coordination meeting
11/04/04	WMIP Long-Term Care Subcommittee Meeting– Snohomish County Human Services Department Offices, 8:30 – 10:15
11/04/04	WMIP Community Advisory Board – Snohomish County Human Services Department Offices, 10:30 – 12:30
11/04/04	WMIP Mental Health Subcommittee Meeting– Snohomish County Human Services Department Offices (to be confirmed), 1:30 – 4:00
11/11/04	Compass Health Staff Training
December 2004	
Date	Event
12/02/04	WMIP Long-Term Care Subcommittee Meeting– Snohomish County Human Services Department Offices, 8:30 – 10:15
12/02/04	WMIP Community Advisory Committee – Snohomish County Human Services Department Offices, 10:30 – 12:30
12/02/04	WMIP Mental Health Subcommittee Meeting– Snohomish County Human Services Department Offices (to be confirmed), 1:30 – 4:00
January 2005	
Date	Event
1/01/05	Client enrollment in WMIP